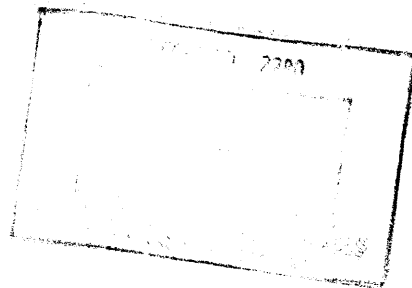


United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name

Neillsville Downtown Historic District (Boundary Increase)

other names/site number

N/A

2. Location

street & number 432, 436, 442, 450 Hewett Street

N/A

not for publication

city or town Neillsville

N/A

vicinity

state Wisconsin code WI county Clark

code

019

zip code

54456

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☒ statewide ☒ locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title
Deputy Historic Preservation Officer-WI

Date

7/20/04

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Neillsville Downtown Historic District (Boundary Increase) | County Clark | Wisconsin
Name of Property | County and State

4. National Park Service Certification

I hereby certify that the property is:
☒ entered in the National Register.

☐ See continuation sheet.

☐ determined eligible for the
National Register.

☐ See continuation sheet.

☐ determined not eligible for the
National Register.

☐ See continuation sheet.

☐ removed from the National
Register.

☐ other, (explain:)

Edson H Beall

9/10/04

[Signature]

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as
as apply)

☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

☐ building(s)
☒ district
☐ structure
☐ site
☐ object

Number of Resources within Property
(Do not include previously listed resources
in the count)

contributing	noncontributing
3	1 Buildings
	sites
	structures
	objects
3	1 Total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property
listing.)

None

**Number of contributing resources
is previously listed in the National Register**

14

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade: Specialty Store

Current Functions

(Enter categories from instructions)

Commerce/Trade: Specialty Store

Commerce/Trade: Restaurant

Commerce/Trade: Financial Institution

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century American Movements

Late Victorian

Materials

(Enter categories from instructions)

Foundation stone

walls brick

roof asphalt

other Stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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Continuation Sheet

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 7 Page 1

Start

The Neillsville Downtown Historic District (Boundary Increase) consists of 432, 436, 442, and 450 Hewett Street. The boundaries of the expansion are comprised of the west side of the street from 5th Street south to the alleyway, and then west to the rear alleyway and then north to 5th Street. The three contributing buildings are fine examples of Midwest commercial architecture from 1880 until 1930. Because of the close proximity to the existing National Register Historic District, the blending streetscapes creates a natural progression from the 400 block to the 500 block of Hewett Street. The buildings being nominated represent Two-Part Commercial Block Composition. This is the most common type of composition used for small and moderate sized commercial buildings, and is equally represented in the 500 block of Neillsville.¹ The most common forms of late 19th and early 20th century commercial styles of architecture are interpreted in these structures.² Each building has a narrow front and is deep in length and is two stories in height at the Hewett Street level. These four adjacent structures represent the continuous evolution of commercial buildings in the expanding commercial district of Neillsville. 450 Hewett is non-contributing because of substantial alterations.

The Dr. Samuel H. Esch building and the H. H. Eberhardt buildings were, until very recently, covered with a steel storefront that was installed in 1975. Mr. and Mrs. William Roberts have removed the steel covering and are currently restoring the buildings. The Roberts have opened a restaurant in the Esch building, utilizing the appropriate historic name of "Doc's Diner." The Roberts family has participated in 60 years of continuous retail by three generations of merchants. The twenty-eight year encapsulation has rendered these facades in excellent condition.

The Walk Brothers building was never covered; but is also in good condition. Because of the newly returned historic streetscape, this block is being nominated as an expansion of the listed historic district.

There is one non-contributing building, located within the amendment request. 450 Hewett Street was the former First National Bank of Neillsville, built by Charles Cornelius in 1909.³ This structure was originally white Bedford stone. Much of the original stone was removed to allow for a new brick and marble façade.

¹ Richard Longstreet, The Buildings of Main Street (Alta Mira Press, 2000).

² Barbara Wyatt, Cultural Resource Management in Wisconsin, pgs 2-6 & 3-1

³ Franklyn Curtiss-Wedge, History of Clark County (H. C. Cooper Jr. & Co., 1918) pg 151.

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Continuation Sheet

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 7 Page 2

The four buildings included in this addition are:

H. H. Eberhardt Furniture and Undertaking – 432 Hewett Street – Map #1, 1923 (C)

The H.H. Eberhardt building was constructed in 1923. Henry Zinnell was the builder.⁴ The main façade, facing east, is 26 feet in width. The building extends 74 feet to the west. The building is two stories in height at the Hewett street level and then becomes three stories in height at the west facing alley level, because of the slope in grade. This change in grade level allows for a walk out basement. The H.H. Eberhardt building exhibits the influence of the Prairie School movement, whose approach was to emphasize unity, order and balance. The overall visual effect is restrained and relatively unobtrusive. The second story east facing building façade has a main recessed rectangular area containing stringers of brick steps that run the length of the top and bottom of the rectangle. Within the recessed panel was a center “Chicago Style” window, horizontal in nature, with a large square fixed central pane window and narrow vertical, one over one, sliding sashes on each side. Two additional, one over one, windows are present, equal distance on each side of the central window. These windows and the sliding windows of the Chicago style window were muntined in the upper light. The windows were boarded over in the 1970s. Each window opening has a brick lintel and a limestone sill. Above the recessed area is another recessed rectangle, much smaller in nature, which is centered above the windows. A limestone stringcourse runs the width of the building at the top of the first floor level. The building is done in dark reddish brown commercial brick, laid in the American Bond pattern with six rows of stretchers to one header row. The building would have had a decorative metal cornice with single brackets. The foundation is fieldstone. The flat asphalt roof is pitched slightly from east to west.

H. H. Eberhardt purchased the Esch building, located directly north of this structure, in March of 1910.⁵ Eberhardt placed his furniture store to the front of the building and his undertaking business was conducted in the rear. In May of 1923, Mrs. Eberhardt, assisted by their daughter Florence, laid the corner stone for the construction of the new Eberhardt building.⁶ The new structure, built directly south of the Esch building, was used as a chapel for funerals. The furniture and caskets were displayed on the second level. After constructing his new building, Mr. Eberhardt continued his mortuary in the rear of the former Esch building and rented the front street level of the Esch building for retail.

⁴ The Neillsville Press, May 10, 1923.

⁵ Republican and Press, March 31, 1910.

⁶ Neillsville Press, May 10, 1923.

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Continuation Sheet

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 7 Page 3

William F. Schiller apprenticed as an undertaker to Mr. Eberhardt. In 1926, William Schiller purchased the Eberhardt furniture and undertaking businesses (only).⁷ H. H. Eberhardt died in 1927. The two buildings remained in the ownership of his widow. In 1941, Arthur Russell purchased the furniture business (only) from the Schiller family. Mr. Russell died suddenly in 1945 and a young Glen Roberts took over management of the business for the Russell family. Glen married Metty Russell and continued to operate the Russell family business.

The H. H. Eberhardt and Esch buildings (432 Hewett and 436 Hewett) remained in the Eberhardt family until 1951 when they were purchased by Glen and Metty Roberts, by the means of a land contract. Furniture sales remained in the Eberhardt portion and hardware was placed in the Esch building. A large metal facade was placed over both buildings in 1975, creating one commercial building that continued to be called "Russell's".⁸

Mr. Glen Roberts passed away in 2003, after 60 years in the hardware and furniture business. Mr. and Mrs. William Roberts, Glen's son and his wife, purchased the Eberhardt and Esch buildings from Metty Roberts and are currently in the process of their restoration. This restoration began with the removal of the metal facade covering both structures. Upon completion of restoration to the second floor facade, the street-level metal awning will be removed and the transoms restored with more appropriate canvas awning installed.

ALTERATIONS

The exterior of the H.H. Eberhardt building remains in excellent condition, having been under the protective metal covering for almost 30 years. The two exposed elevations south and west have been well maintained. The metal cornice has been removed; however, the Roberts have located a cornice company and will be obtaining a replacement. The east facade second floor windows have been boarded over, as they were under the metal siding. They will be uncovered. The wall, covering these windows on the interior, will be removed to allow light and air to enter the building. The lower facade, at street level, has been remodeled and features large windows with a recessed entrance located at the far right of the building. A slanted approach leads to a glass door that enters a foyer, which services both the Eberhardt and Esch buildings.

⁷ Neillsville Press, April 8, 1926.

⁸ Keepsake Centennial Edition Clark County Press, July 1, 1982.

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Continuation Sheet**

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 7 Page 4

Dr. Sameul Esch Doctors Offices – 436 Hewett Street – Map #2, 1894 (C)

In August of 1894, James Taylor began work on the Esch building.⁹ The Esch building has elements of the Italianate style of architecture as applied to a commercial structure. The main façade, facing east, is 29 feet in width. The building extends 74 feet to the west. The building is two stories in height at the Hewett Street level and then becomes three stories in height at the west facing alley level, because of the slope in grade. The second story east facing façade window fenestration consists of four narrow one over one windows, each of equal height, surmounted by a raised segmented brick surround that continues downward on each side to a limestone stringcourse which runs the width of the building at the top of the first floor level. The window to the farthest left is slightly narrower in width than the other three windows. The four windows appear within a recessed segmented arched panel. Another recessed panel, rectangular in nature is visible below the limestone stringcourse. Projecting into this recessed panel are the arched brick surrounds of the street level transoms. The building is covered in orange-red soft brick that was made locally. The bricks are laid in the American Common style with six rows of stretchers to one header row. The building would have had a decorative metal cornice with single brackets, identical to the Eberhardt building. The foundation is fieldstone. The asphalt roof is flat and slopes slightly from east to west. Originally, the building had an arched opening at the left under the narrower window and a three arch arcade below the three larger windows.

Dr. Samuel Esch was educated at Rush Medical College in Chicago.¹⁰ Dr. Esch practiced medicine during his career in Neillsville, with Dr. W. B. Morley, Dr. William Lyman, Dr. Lacey, and Dr. Conroy. Dr. Esch made a special study of the eye and of the ear, however, he also practiced general medicine and surgery.¹¹

The Esch building was used doctors' offices until Dr. Esch retired, due to poor health, in October of 1899. At the time of his death, Dr. Esch was serving his 4th term as the Mayor of Neillsville.¹² Dr. Samuel Esch died in 1900 at the age of 41.

In March of 1910, H. H. Eberhardt purchased the Esch building. Mr. Eberhardt placed his furniture store in the front of the building and his undertaking business was conducted in the rear. After construction of his new building, Mr. Eberhardt continued his mortuary in the rear of the Esch building and rented out the front of the Esch building for retail.

⁹ Republican and Press, August 30, 1894.

¹⁰ Neillville Republican and Press, April 12, 1900. Esch death notice.

¹¹ History of Clark and Jackson Counties, Lewis Publishing Co., 1891.

¹² Republican and Press, April 12, 1900.

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Neillsville Downtown Historic District (Boundary Increase)
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Section 7 Page 5

In 1951, Glen and Metty Roberts purchased the Esch building, along with the Eberhardt building from Mrs. Eberhardt. In 1975 a steel façade was placed over both the Eberhardt building and the Esch building. These two buildings, joined into one, were known as "Russell's." The Esch side of Russell's housed the hardware store. Upon the death of Glen Roberts, Mr. and Mrs. William Roberts purchased both the Eberhardt and Esch buildings from Metty Roberts. They have removed the steel façade and are currently in the process of restoring each building. A new restaurant, aptly named "Doc's Diner" now resides in the Esch building. Historic photos line the walls paying tribute to Dr. Esch and H. H. Eberhardt.

ALTERATIONS

The exterior of the Esch building remains in excellent condition, having been under the protective metal covering for almost 30 years. The metal cornice has been removed; however, the Roberts have located a cornice company and will be obtaining a replacement. The east facing, second story façade windows have been boarded over, as they were under the metal siding. They will be uncovered. The wall covering these windows on the interior will be removed to allow light and air to enter the building. The lower façade, at street level, has been remodeled and features large windows with a recessed entrance located at the far left. A slanted approach leads to a glass door that enters a foyer, which services both the Eberhardt and Esch buildings.

Walk Brothers General Merchants – 442 Hewett Street – Map #3, 1897 (C)

Paul and Carl Walk purchased three lots south of the intersection of 5th and Hewett streets, on the west side of Hewett Street, in July 1897 for the price of \$2,800.00.¹³ Neillsville's commercial district was growing to the south. The 500 block of Neillsville's commercial district had been completed with the construction of the C. C. Sniteman's drug store. The corner of 5th and Hewett Street was becoming very desirable commercial real estate.

The Walk Building represents Commercial Vernacular architecture with elements of the Italianate style. Pat Loy began construction of the building in June of 1897.¹⁴ The main façade facing east is 26 feet in width. The building extends 71 feet to the west. The Hewett Street elevation is two stories in height. The building becomes three stories in height at the west facing alley level, because of the slope in grade. The Walk building does not enter the alley from the basement. Stairs mount to a small

¹³ #51790 Vol. 54 Deeds 488 July 1, 1897

¹⁴ Neillsville Times June 24, 1897

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Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 7 Page 6

landing where a door enters the first floor. The buildings east facing façade contains three, one over one, windows. A brick surround with brick corbels surmounts each window. Each window is evenly spaced within a rectangular recessed area. Brick pilasters frame the building. The top of the building contains stepped brick courses that would have been capped by a decorative metal cornice with single brackets, equal in height to the Eberhardt and Esch buildings. The structure is covered with soft orange-red brick made locally. The Walk building was completed in September of 1897.¹⁵ The foundation is fieldstone. The asphalt roof is flat and slopes slightly from east to west. The Walk building has been painted with a cream colored paint. The original treatment of the first floor featured an inset doorway between two display windows.

Paul and Carl Walk chose the third lot south of 5th street, leaving the two most desirable lots remaining. Eventually, the remaining lots were sold in 1908 to Charles Cornelius and became the site of the First National Bank.¹⁶

The Walk Brothers building was sold in January of 1905 to Anton Unger for the amount of \$4,000.¹⁷ Anton Unger operated a boot and shoe store, residing in the second story living area. The boot and shoe store remained in operation through two generations of Ungers. The Unger building was sold to the Jordahl brothers in the mid 1950s. The Jordahl brothers instituted a Gamble's franchise, a popular nation-wide department store. The Gamble's franchise remained in the building until the early 1980's. After Gamble's departure, various retail businesses resided in the building.

Mr. Paul Knoff purchased the building on September 18, 2003. Mr. Knoff has begun to institute repairs to the building's interior and is intent on restoring the exterior of the structure to included replacement of the metal cornice.

ALTERATIONS

The Walk Brothers building is in fine condition. The second level fenestration, other than being painted, remains unchanged. The metal cornice has been removed; however, Mr. Knoff is intent on obtaining a replacement. The lower façade at street level has been remodeled and features a large display window with a recessed entrance located at the far right. A slanted approach leads to the glass entry door. This entry door leads into the first floor retail area and to the basement.

¹⁵ Neillsville Times September 30 1897

¹⁶ History of Clark County, H. C. Cooper Jr. & Co. 1918

¹⁷ Republican and Press January 26, 1905

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Neillsville Downtown Historic District (Boundary Increase)
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Section 7 Page 7

First National Bank of Neillsville -450 Hewett Street – 1909, 1911 (NC)

The building located at 450 Hewett Street was the former First National Bank of Neillsville, built in 1909 by owner Charles Cornelius. Mr. Cornelius was the bank's president, founder and the active manager of the bank. The site was purchased from P. J. Walk. The building was constructed in two parts, each being a duplicate of the other. The original building was constructed in 1909, with the addition constructed two years later. At the time of construction it was the first and only "National" bank in Clark County, and boasted that it had over 113 stockholders. The building was constructed of Bedford white stone with mahogany and marble finishes on the interior. A suspended chime clock, a gift from Charles Cornelius, appeared on the building's front facade. The building had many technological improvements: it was wired and was equipped with a day and night burglar alarm system. The vaults were fireproof. The building housed the bank and a store on the first floor, with a series of modern offices on the second floor. For many years the Prochazka Brothers Quality Market was housed in the retail area.

The First National Bank of Neillsville remodeled the buildings exterior in the mid 1960's. Much of the Bedford stone was removed and brick was installed on the upper façade and pink marble was installed on the lower façade. The street level entrances were changed and large plate glass windows were installed. In the late 1960's the bank was sold to American State Bank of Wausau. M&I Banks purchased all American State Banks in the early 1980's. M & I Bank remained here until building their new bank building in 1994. The Hewett Street building remained empty for several years, until Jane Emling purchased it. The renovations made to the building in the 1960s destroyed the historic integrity of the structure and make it non-contributing to the district.

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Neillsville Downtown Historic District (Boundary Increase)
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Section 7 Page 8

BUILDING OWNERSHIP

432, 436 Hewett Street
William and Jeanne Roberts
318 Grand Avenue
Neillsville, WI 54456
715-743-4810

442 Hewett Street
Paul Knoff
615 W. 7th Street
Neillsville WI 54456
715-743-6773

450 Hewett Street
Owned by Jane Emling
Bookkeeping Plus
450 Hewett Street
Neillsville, Wisconsin 54456
715-743-3030

End

Neillsville Downtown Historic District (Boundary Increase)
Name of Property

County Clark
County and State

Wisconsin

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Commerce

Period of Significance

1872-1949

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 8 Page 1

Insert

STATEMENT OF SIGNIFICANCE

The boundary increase for Neillsville Downtown Historic District is significant as it provides cohesiveness within Neillsville's historic commercial downtown. The facades of the west side of the 400 block of Hewett Street, between 5th Street and the alley that extends from Hewett Street to West Street, flow into the facades of the 500 block of Hewett Street (the current National Register Historic District), bisected only by 5th Street. The facades of the 400 block and the 500 block are not individually distinctive, but collectively form the rich physical fabric that makes up the heart of this community. The boundary increase is being nominated to the National Register of Historic Places under both criteria A and C for Architecture and Commerce, both criteria identified in the original district nomination. The period of significance for the district also remains unchanged (1872-1949).

ARCHITECTURE

The boundary increase continues the fine representation of commercial architecture from the late 19th century and early 20th century. Not until the early 19th century did the design of strictly commercial buildings emerge as a major component of architecture.¹⁸ The façade is what provides commercial architecture its distinctive qualities. The architectural styles represented in the boundary increase include represents the popular commercial styles of the period with each building displaying other architectural influences of the period of its construction. The nature of the facades represented in both the 400 block and 500 block of Hewett Street served as an index to the communities past achievements and its future potential. Often, these structures remain as testaments to the merchants who commissioned their construction.

The 1923 H.H. Eberhardt building exhibits the influence of the Prairie Style movement whose philosophy demanded simplicity.¹⁹ The façade creates a rectilinear horizontal flow by having a Chicago style window flanked on each side by a one over one windows, appearing within a recessed panel. Another small recessed panel appears centered above. A horizontal limestone stringcourse runs the width of the building separating the upper façade from the street level storefront. The H.H. Eberhardt building is a good example of 20th century commercial architecture within the Neillsville Downtown Historic District.

¹⁸ Longstreth, Richard. The Buildings of Main Street (Alta Mira Press, 2000) pg 12.

¹⁹ Wyatt, Barbara Culture Resource Management in Wisconsin, Vol. II, pg. 2 – 21.

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Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 8 Page 2

The 1894 Dr. Samuel Esch building and the 1897 Walk Brothers Building are representative of the continuing influence of the Italianate style on commercial vernacular architecture. The Italianate style was very popular in commercial structures between 1855 and 1890.²⁰ In the Esch Building, raised segmented arched surrounds are present on each of the four tall, narrow, one over one, upper façade windows. The windows are inset within a segmented arched recessed panel. All of the windows rest on a limestone stringcourse, which separates the upper façade from the street level storefront. The Bast Bakery (510), August Snyder Clothing Store (518), Republican and Press Newspaper (531), and Hein & Beaulieu's Dry Goods (517) located within the Neillsville Downtown Historic District also represent the Italianate style of architecture.

The Commercial Vernacular form of architecture present is also found in the Hewett & Woods General Store (502), Variety Store (118 W. 6th), Emery Bruley's Men's Clothing Store (541) and the Dewhurst Block (521). Commercial Vernacular architecture is less specific in design but does represent a large portion of supply-designed commercial buildings of the late 19th and early 20th centuries.²¹

Each building is situated at the sidewalk edge. This placement provides for "walk in" business and allows shoppers to enter other shops with ease. Because real estate in commercial districts was at such a premium, buildings were designed with narrow fronts and deep extensions. The side-walls are shared with the adjacent structure. The south alleyway wall of the Eberhardt building and the rear alleyway west facing walls of each structure are treated in an elementary fashion.

COMMERCIAL SIGNIFICANCE

In 1890, 35% of Americans were living in cities and towns.²² These buildings, located in the proposed boundary increase, provided for a variety of commercial functions, as well as mortuary service, which helped to meet the needs of early Neillsville's residents. Each merchant placed his faith in the pending prosperity of this community. These buildings provided an essential arena for the transaction of business.

²⁰ MacAlester, Virginia & Lee. A Field Guide to American Houses (New York: Alfred A. Knopf, 1997) pg 212.

²¹ Wyatt, Barbara, Cultural Resource Management in Wisconsin (Madison, 1986) Vol. II, pg 3 – 10.

²² Microsoft Encarta Encyclopedia 2000, Urbanization of America

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Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section 8 Page 3

The earliest building present within the boundary increase is the Esch Building. Although beginning as doctors' offices, the 1894 Esch Building has provided retail area for many years. The building also housed a mortuary, in the rear of the structure, for nearly 30 years.

The Walk Brothers conducted their general merchandise business for eight years before the 1897 structure became Unger's Shoe and Boot business for the next 45 years.

The construction of the 1923 H.H. Eberhardt building continued the expansion of Neillsville commercial area. It was the last commercial building constructed within the proposed boundary increase. The building was jointly used as a funeral chapel and as a furniture store, and although the funeral chapel was discontinued in 1941, the H.H. Eberhardt Building housed the retail sale of furniture for almost eighty years.

Neillsville's Downtown Historic District and the proposed boundary increase have provided for both the commercial needs and the service needs of Neillsville's residents from 1872 until the present day. This central commercial core gave Neillsville its identity and provided an essential focus for collective commercial activity. The buildings within the proposed boundary increase played an intricate role in the continuing growth and prosperity, through commerce, of the city of Neillsville. Furthermore, the district and its expansion are good examples of the commercial architectural styles constructed in downtowns throughout Wisconsin in the late 19th and early 20th centuries.

Preservation Activity:

Ordinance #925 was enacted in Neillsville in 1994. Neillsville has a Historic Preservation Commission which began in 1997. Many people in Neillsville realize the importance of their historic buildings and are trying to preserve them. It was the intent, among other things, of the 2000 nomination of the Neillsville Downtown Historic District to stimulate the revival and rehabilitation of storefronts. The rehabilitation of three of the buildings contributed to preservation activities in Neillsville.

Archaeological Potential:

No archaeological remains have been discovered or any information about prehistoric remains was found in doing this research.

Neillsville Downtown Historic District (Boundary Increase)

County Clark

Wisconsin

Name of Property

County and State

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- ☒ previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:☒ State Historic Preservation Office☐ Other State Agency☐ Federal Agency☐ Local government☐ University☐ Other

Name of repository:

10. Geographical DataAcreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1	15	690862	4936860
	Zone	Easting	Northing

3			
	Zone	Easting	Northing

2			
	Zone	Easting	Northing

4			
	Zone	Easting	Northing

☐ See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Patricia A. Lacey

organization

street & number W5055 US HWY 10

city or town Neillsville

state WI

date 12-10-03

telephone 715-743-4799

zip code 54456

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**National Register of Historic Places
Continuation Sheet**

Neillsville Downtown Historic District (Boundary Increase)

Section 9 Page 1

Neillsville, Clark County, Wisconsin

Insert
Richard Longstreth, The Buildings of Main Street, Alta Mira Press 2000.

Franklyn Curtiss-Wedge, History of Clark County, H. C. Cooper Jr. & Co. 1918 pg 151.

Keepsake Centennial Edition of the Clark County Press, July 1, 1982.

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Neillsville Downtown Historic District (Boundary Increase)

Section 9 Page 2

Neillsville, Clark County, Wisconsin

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____ End

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Neillsville Downtown Historic District (Boundary Increase)

Section 10 Page 1

Neillsville, Clark County, Wisconsin

Verbal Boundary Description:

Properties 432, 436, 442 and 450 Hewett Street are within Block 5 of O'Neill's 2nd Addition bounded by 5th street on the north, Hewett Street on the east, the alleyway from Hewett Street to West Street on the south and the alleyway directly behind all properties on the west. The boundary increase is immediately adjacent to the existing district.

Boundary Justification:

This block represents the extension of the existing historic district. Architecturally and historically it represents significant aspects of the commercial development in Neillsville and architectural styles popular during the period of significance. The areas outside the current boundaries do not have the same level of architectural cohesion or integrity as the area located within the expanded boundary.

Neillsville Downtown Historic District (Boundary Increase)
Name of Property

County Clark
County and State

Wisconsin

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title Continuation sheet

organization

street&number

city or town

state

WI

date

telephone

zip code

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects, (1024-0018), Washington, DC 20503.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Neillsville Downtown Historic District (Boundary Increase)
Neillsville, Clark County, Wisconsin

Section photos Page 1

Insert

Photo 1 of 7

Neillsville Downtown Historic District (Boundary Increase 432, 436, 442 Hewett)

Photo by Pat Lacey, October 2003

Negative on file at the Wisconsin Historical Society

View of east facing façade 432 Hewett, looking west

The information for the photos is the same as above, except as noted.

Photo 2 of 7

View of east facing façade 436 Hewett, looking west.

Photo 3 of 7

View of east facing façade 442 Hewett, looking west

Photo 4 of 7

View of the southwest corner, rear elevation, 432 Hewett, looking northeast

Photo 5 of 7

View of west, rear elevation, 436 and 442 Hewett, looking northeast

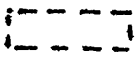
Photo 6 of 7


View of front facades of 432, 436, 442 Hewett, and non-contributing 450 Hewett looking northwest

Photo 7 of 7

View of facades of 400 block of Hewett flowing into 500 block of Hewett- National Register District looking northwest

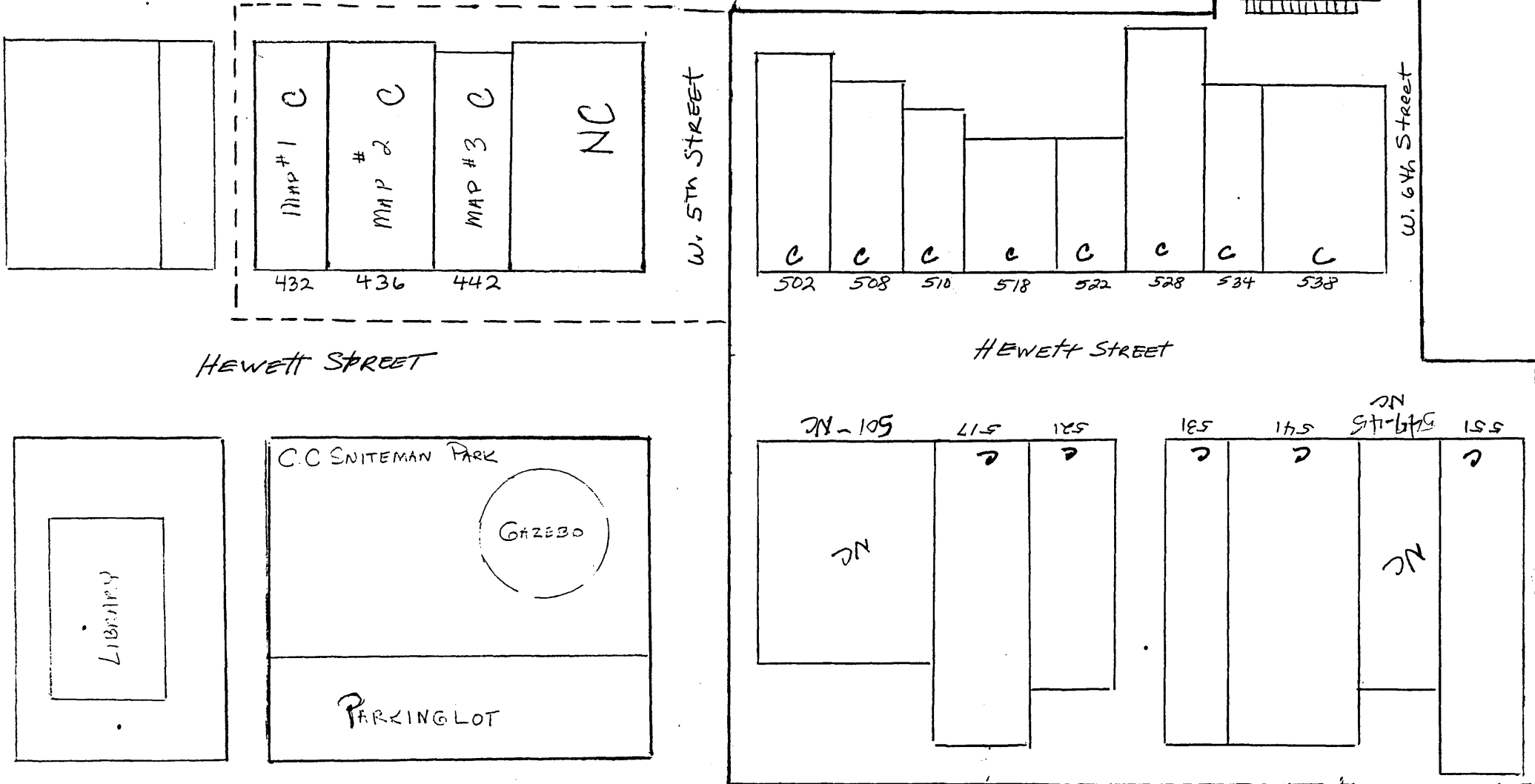
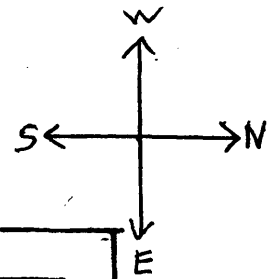
End


 Proposed Boundary Increase for:
 Neillsville Downtown
 Historic District


 Current Boundaries for:
 Neillsville Downtown
 Historic District

C = contributing
 NC = non-contributing

no scale



NEILLSVILLE DOWNTOWN HISTORIC DISTRICT
 (BOUNDARY INCREASE)
 NEILLSVILLE, CLARK COUNTY, WISCONSIN